

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE  
The Smallest Newspaper in the West

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## Holiday Time o' Year getting riper

IN THE VALLEY OF THE MOON

Moonbeams seems to be the only local newspaper which thinks weather is worth mentioning. Of course everybody knows all about weather, but many of us like a little corroboration, don't we? Well, it's still fall, we've had quite a bit of rain so far, but could use a little more sunshine. Mornings are getting snappier, with our lowest so far 41 deg. by the Little thermometer. About time to get out our long-sleeved underwear, but will hang out a little longer. (How some of these babies go all through winter with just shirts and shorts we'll never know.)

**Most American children get the best of everything—including their parents. VALLEY WATCH REPAIR, Boyes. Giftware.**

At the Plaza Liquor store, they tell us sales of pickled ants, Mexican worms, fried rattlesnake and octopus are slow, but they do sell a lot of hors d' oeuvres, smoked oysters and such stuff that doesn't sound too grewsome. And someone this week asked us if we'd tried pickled walnut meat. Nope. But it sounds interesting.

**LADIES' NITE for LIONS next Tuesday. Governor's coming, district, that is. Grand prizes. Grand eats. Good program!**

**PALMS INN, Verano. Home of the Lions. Our dining tables are groaning with fine food. Cocktails. Meet Carl, Cal and Jim.**

Bob's Cigar store stocks our black El Versos, but we've noticed our special private box seems to go down faster than we ever smoke 'em. Our private detective ascertained that it's Jack Sims, Sonoma barber and councilman, who learned about 'em, and has now doubled Bob's sales. What to do!

More on cigars: Getting off the bus after the Lions' trip to State-

line, the driver remarked about the wonderful aroma from the cigar we were smoking. It was one of Fred Franklin's Valley of the Moon cigars, and we proudly told the driver so.

**PAUL'S OLD RANCHERO, Verano.** Mighty good dinners. Banquets a specialty. Music Saturdays—Paul and Buff. Cocktails.

Chef Cardini's restaurant in Glen Ellen is operating a big enclosed delivery truck, and on the sides it says "We Cater Anywhere." And the chef and his gracious wife do just that, in addition to preparing and serving delicious eatables at the continental-style restaurant, the former Town House.

**BANCROFT NURSERY, Sonoma.** Wedding and funeral arrangements. Hospital deliveries. Finest in cut flowers, corsages.

New residents in town—Mr. and Mrs. Charles McDougall, who just bought a mighty fine ranch house and estate in Loma Vista. Charley is an advertising counsel (makes movies in Los Angeles, mind you), is an artist of great talent, owns a substantial library, and his Missus is a writer of note. Had offices in San Fran, but came up here and loves it. You'll undoubtedly meet him, because he's the gregarious sort.

**FOUR CORNERS CAFE, So. Broadway.** Steam Beer. Pizza in 12 varieties. Domestic and imported beer. Wine, too.

'Nother rummage sale coming up, by the El Verano Improvement club, November 7-8-9, at its clubrooms opposite Little Switzerland. You like to donate somethin'? Call Fred Franklin, president.

Lots of improvements at the clubhouse. Howden put in the new tile floors. Fred Franklin Jr. has been painting the kitchen and card room. (There's going to be a green door, and whatever happens behind it is anybody's guess.)

**DENNY'S COG CLUB, Boyes.** Gene, Bud or Denny will greet you. It's sportsmen's headquarters—hunters, fishermen, football fans.

Remember when popular songs all had verses; then the chorus? The format has changed. Now the chorus is usually all that's left. The verses, both lyrics and words, sorta led up to the chorus. Hands up! Do you still remember the verses and chorus of "When the Roll Is Called Up Yonder?"

**SONOMA RUBBER STAMP SHOP.** Your 3-line address stamp, \$2. Call WE 8-4160. We also have metal signs.

Kinda foolish for your editor to "go out" for a meal in a swanky place. By the time we've had the appetizers, salad, soup and the

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customery raviolo or spaghetti, we've had our dinner, and are ready for dessert and coffee. But no! The meal is just getting off to a good start.

**HEMSTITCHING, Covered Buttons, Belt Buckles, Buttonholes, Yardage; Also material and supplies for weddings and formals. John's Sewing Machine Shop, 17580 Hiway 12. WE 8-8152.**

Paul Marcucci Jr. is now music therapist at Napa State hospital, and has been approved by the state for a general contractor's license. The man's versatile. He's widely known as an organist of talent, as an emcee, teacher of most instruments—and who knows, maybe as a chef. Paul Sr. we know positively is a good chef.

**PLAZA LIQUORS, Sonoma, next to Bank of America. Hard and soft drinks, hors d'ouvres. Snacks, pizzas, delicacies.**

A recurring pet peeve of ours has made its reappearance—those subscription blanks the big and "important" periodicals staple into their pages this time of year. Or don't you mind?

**MIKE & ROSE'S BOYES SPRINGS STORE. Special low prices last three days each week. Finest steaks in the Valley.**

Lions club, after the successful Halloween party in which it helped Thursday night, has turned to coming events. Next week it's ladies' night, and the district governor will be on hand for a talk. Last week Charan Singh, recently returned from a trip through the south, into Mexico and Cuba, told several interesting incidents related to the journey. Several members will go to Sebastopol Monday and try to recover a gavel which the lads from that city purloined from the local club a couple of years ago.

**FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.**

So they're going to spend more money on missiles and such. It's all right with us, but if they'd just cut off the waste and duplication now present more money wouldn't be needed. Ever hear of the disposal of surplus at nearby Mare island? More savings, \$5 billion or so, would be achieved if the administration would put into effect the recommendations made by the Hoover commission.

Perhaps a housecleaning from top to bottom—federal state, county, districts, school boards, etc., would be the answer to the present inefficiency and waste all down the line.

**PLAZA FOUNTAIN, next to theater, Sonoma. Finest fountain service, tasty lunches and meals. Our own home-made pies.**

Garroway sprang a puzzler the other morning: "If a barber shaves everybody in town who doesn't shave himself, does he shave himself?" Sounds simple, but the more you think about it the more evasive is the answer.



**SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21**

Moonbeams is first to announce that the burning permits are no long required in this section. Burn whenever you want. Only always be careful.

**VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.**

This week voters in a territory south of San Francisco voted for incorporation. Taking in 12 square miles, 20,000 persons and what were formerly nine small communities, the city has the name of Pacifica. Wonder when we'll get smart hereabouts and do likewise?

**BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. Webster 8-2686.**

Been having a little hassle with the office proofreader as to which is correct—"Women's club" or "Woman's club." The real experts say it's "Women's"—that if one woman is in the club you can use the singular form. If more than one woman, the plural. So, in any paper we run it'll be "women's" no matter what the club secretary wants. (Would you use it "Sonoma Man's club?")

**GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.**

Have word from Todd Construction Estimating service that due to illness and on the advice of his doctor, Todd will be unable to continue his business in Boyes, at this time. It's a distinct loss to the business community. Mr. and Mrs. Todd are planning to continue living in the Springs area.

**NELSON'S DELICATESSEN, Boyes Plaza. Open Tuesdays, Closed Saturdays. Open till midnight for your convenience.**

Have a folder on the office desk relating to high school summer schools in New York state, which in effect give the 12 month school year we've been advocating for a long time. We learn South Carolina has appropriated a substantial amount of money to inaugurate the 12-month school year over a three-year test period, so we'll all be able to learn more about the plan. School educators (and some parents) have been somewhat reluctant to consider the longer school year—but with the present growth of school population and unwillingness on the part of voters to go hog-wild in providing additional school facilities, the longer school year must be reckoned with. After all, isn't it sensible?

**R. A. "BOB" MILLER — "Yours for Life"**  
Insurance Exclusively      Next to Telephone Co., Sonoma



**LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.**

Our poor walnut crop has been harvested. The lone walnut fell to the ground, and inspection showed it to be the size of an ordinary hickory nut. But wait till next year!

**BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.**

**FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.**

John Grewe who has led Flowery school children across the highway for a long time, died last week. He was well beloved by all the children. Led by Mrs. Mae Henderson, a small sum of money has been collected, and a tree planted in memory of Mr. Grewe on the school grounds.

**SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.**

**MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.**

There's being organized a Little League baseball group especially for the Upper Valley, separated from the Sonoma league. It'll get into operation next year. Meetings are being held, sponsors and coaches contacted, with the league eligible for inter-league playoffs. It's a step ahead. Eight teams mean that about 120 youngsters will get a chance at some wholesome summer recreation.

**RUSTIC INN, Glen Ellen. Main corner. Last of the 11 old-timers. Authentic western atmosphere. Jack London's favorite tavern.**

**MENDEL'S CAFE, Boyes Plaza. Sizzling steaks, seafood, Spanish specialties. Surprise your guests—bring them here! Cocktails.**

Retired employes of the state home have gotten organized—with H. R. Holloway president, V. K. McKinney vice president, and Mrs. Bert Gatch secretary-treasurer. There are over 100 retired state hospital employes eligible for membership.

**VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.**

**SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.**

Here's one we don't understand fully, so let's reprint it exactly as submitted:

"Look what that "Crazy" Lazy R & T are doing now. Why, they even pay you to come down there and pick out a chair of your choice—sit in it—the longer you sit the cheaper the chair, at the rate of 1 cent a minute. Deduction. Time starts when you sit down."



**WALTER GRUNERT AUTO UPHOLSTERY**, Feters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.  
**SONOMA MILL & LUMBER CO.**, Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Pretty soon they'll have about six miles of freeway from Sears Point to Hiway 101—the Black Point cutoff. The expanded right-of-way has been graded and leveled, a long time ago, but now it'll get paved—a four-laner. The bridge across Petaluma creek is a-buildin' and good progress is being made. Now will come a connecting freeway through the Valley of the Moon to Sears Point—but that will take another coupla years.

**LEE'S CHUCK WAGON**, Sonoma highway. Formerly Fireside. Excellent food. Prime ribs a specialty. Barbecues. Drinkables.

**JIM'S MEATS**, at Boyes Springs Food Center. Delicatessen. First quality meats, cut to your order. Fast, friendly service—always.  
**UNCLE, WHAT AILS THAT OLD MAN?**

A young lady visiting her uncle in a small southern town accompanied him opening night of the county fair.

Watching the ferris wheel, her attention was drawn to an elderly passenger of distinguished countenance who showed great anxiety, yet rode the wheel time and again.

Later, she saw him riding the "whip," equally fearful, and even later astride a pony on the merry-go-round, obviously weary and tortured.

"Uncle," she asked finally, "why does that man keep riding things when he's plainly scared and unhappy?"

"Oh, he's publisher of our weekly paper," replied the uncle, "taking an advertising bill out in trade."

**CHEF CARDINI'S RESTAURANT**, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.  
**ELECTRONIC DRIVE-IN**—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Although after years of evolution man has learned to walk in an upright position, his eyes still swing from limb to limb.

**EL DORADO HOTEL**, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.

**JOHN'S SEWING MACHINE SHOP**, 17580 Hiway 12. Repairs, service, parts. All makes. Vacuum Cleaner experts. WE 8-8152.

**SO YOU THINK YOU HAVE DIFFICULTIES?**

The Manchester Guardian swears that the following letter was written by a bricklayer in Barbados, British West Indies, to a contracting firm for which he worked:

"When I got to the building, I found that the hurricane had



knocked some bricks off the top. So I rigged up a beam with a pulley at the top of the building and hoisted up a couple of barrels full of bricks.

"When I fixed the building, there was a lot of bricks left over. I hoisted the barrel back up again and secured a line at the bottom, and then went up and filled the barrel with the extra bricks. Then I went down to the bottom and cast off the line.

"Unfortunately the barrel of bricks was heavier than I was and before I knew what was happening the barrel started down, jerking me off the ground. I decided to hang on and half way up I met the barrel coming down and received a severe blow on the shoulder.

"I then continued to the top, banging my head against the beam and getting my fingers jammed in the pulley. When the barrel hit the ground it bursted its bottom, allowing all the bricks to spill out. I was now heavier than the barrel and so started down again at high speed.

"Halfway down I met the barrel coming up, and received severe injuries to my shins. When I hit the ground I landed on the bricks, getting several painful cuts from the sharp edges.

"At this point I must have lost my presence of mind because I let go of the line. The barrel then came down, giving me another heavy blow on the head and putting me in the hospital. I respectfully request sick leave."

**LAZY R & T SHOP, 412 First St. East, Sonoma. Phone WE 8-5160.**  
**Tools galore. Leather in bulk. Some furniture. Saw filing. Gadgets.**

**OUR RESORT, El Verano. Home of draft beer, finest of mixed drinks, home of the Stein Club. Harvey and Melina Francis.**

Chicago Bears professional football team is at Mission Inn this week recuperating after the Sunday loss to the 49ers. This Sunday they go to Los Angeles for a game with the Rams. The Bears aren't going so well this year, but swear they'll win the remainder of their games. The Rams should watch out!

Green Bay Packers will be here in a week or two, prior to their 49er game.

**MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma.**  
**James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.**

**SONOMA ICE DELIVERY, First St. East, Sonoma. Phone WE 8-9969.**  
**Home delivery. Cubes. Chunk or shaved ice. Beer & soda.**

With more and more small cars appearing on the highways, motorists can no longer rely on long-standing habits of judging distance, according to Miss Caroline Austin, chief of the vision section of the

Michigan department of health.

For example, when we approach another car from the rear at night, we know from having experienced similar situations in the past that a certain amount of space between two tail lights means that the car is a certain distance down the road.

During the daytime we have learned to judge the distance of a car by relating its size to that of trees, telephone poles and the width of the road.

"The smaller cars are enough different in size," Miss Austin says, "so they don't fit our old experience patterns. This means we must change our habits of judging distance or we may find ourselves plowing into a small car.

"In time, all drivers through experience will develop new standards for judging distance," Miss Austin concluded. "Until then, drivers should play it safe by assuming that every car in the distance is a small one until proven otherwise."

**B & L LAUNDROMAT, Fetters.** Heavy washings? Bring 'em here —save time, money. Wash, dry, iron. Your neighbors come here!  
**RICHFIELD SERVICE, Boyes.** Rebuilding, but on the job all the time. Bud Delaney will serve you—fast and efficient, always.

#### **A PROGRAM FOR THE SPRINGS AREA**

A local chamber of commerce, devoted to Springs area promotion.

A bridge across Sonoma river, connecting Craig and Thompson.

Roadside turnout parks (we're 20 years behind) thruout the Valley.

Complete citywide paving, curbing, and sidewalks.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.

Better street lighting.

A bank of our own.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

A suitable name for the area, preliminary to incorporation as a city.

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

**BOYES SPRINGS FOOD CENTER.** Snappy weather ahead. Get the best in every food and drink, at lowest prices. Take-outs.

**MAC DONALD'S JEWELRY, Sonoma.** Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

**ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971**

Prescription Specialists

Veterinary Supplies

**SONOMA GOLF & COUNTRY CLUB, Arnold Drive.** Noted for finest food, outstanding atmosphere. Clown Room, Unusual!